

u3a Computing Club

Alan Hopwood, 2 December 2021

Welcome, Safety and Admin

- Safety
 - Fire alarms & exits
 - Covid considerations
- Registration

Agenda

15:00	Welcome, Safety & Administration
15:10	Collect Current Issues and Questions
15:20	My Favorite App
15:25	Email service Limitations
15:35	Topic: Social Media
16:05	Current Issues and Questions
16:25	AOB and Next Meeting

Current Issues and Questions

- Are there any urgent and smaller points to cover?

(we cover anything other than quick answers after the main topic)

Email Service Limitations

Limit	Hostinger	Gmail	Yahoo	Hotmail
Messages per day	500	500	2400	300
recipients per message	100	100	100	100
Message size	35Mb	25Mb	25Mb	10Mb
inbox	10Gb	15Gb	1Tb	15Gb

Presentation

Social Media: Which does What?

What Are We Talking About?

Social Media

Social Media: Websites and applications that enable users to create and share content or to participate in social networking.

Social Networking: The use of dedicated websites and applications to interact with other users, or to find people with similar interests to one's own. (Oxford Languages)

We will cover:

- Some history and background
- the main players today
- What the platforms do

History

Social Media

- 1995 Classmates:** helped people to find school friends by from archive of 300,000 yearbooks. (still 57 million accounts)
- 1997 SixDegrees:** said to be the first recognisable social media site. It allowed users to create profiles, upload pictures and connect with people. (3.5 million members)
- 2002 Friendster:** added dating and events, band and hobby discovery.
- 2003 LinkedIn:** provided a networking resource for professionals to connect.
- 2003 MySpace:** included the ability to customise a user's profile and imbed music and videos.
- 2004 Facebook:** no different at the start, but added a programming interface so that third party developers could create applications to work within FaceBook
- 2006 Twitter:** introduced micro-blogging and allowed users to "interact" with celebrities.
- 2010 Instagram:** aimed at photo and video sharing.
- 2016 TikTok:** video sharing. Most users use it to record short dance, lip-sync, comedy, or other talent videos

Growth

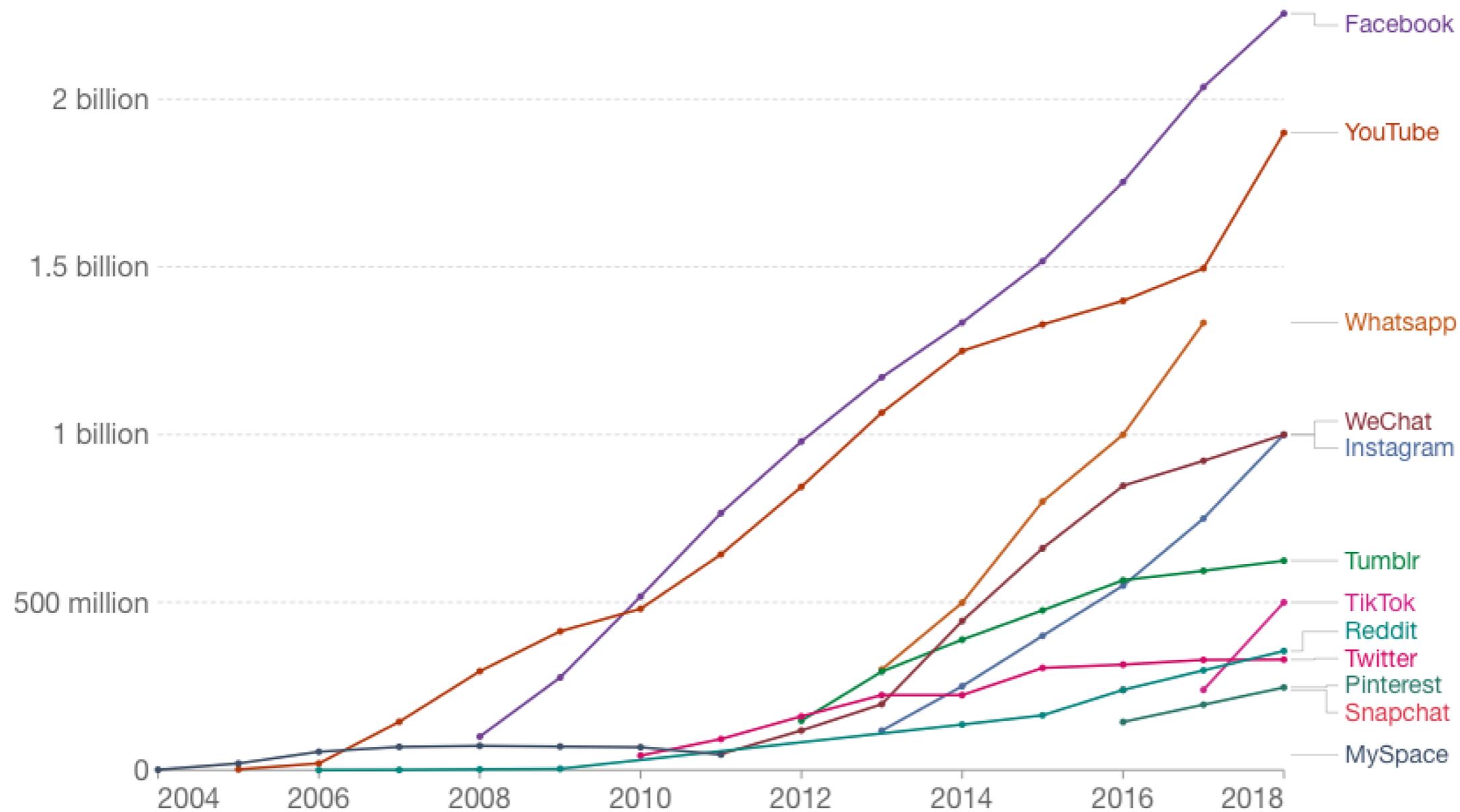
Social Media

Monthly Active Users (users logged in during past 30 days)

Number of people using social media platforms, 2004 to 2018

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

Our World
in Data



Growth

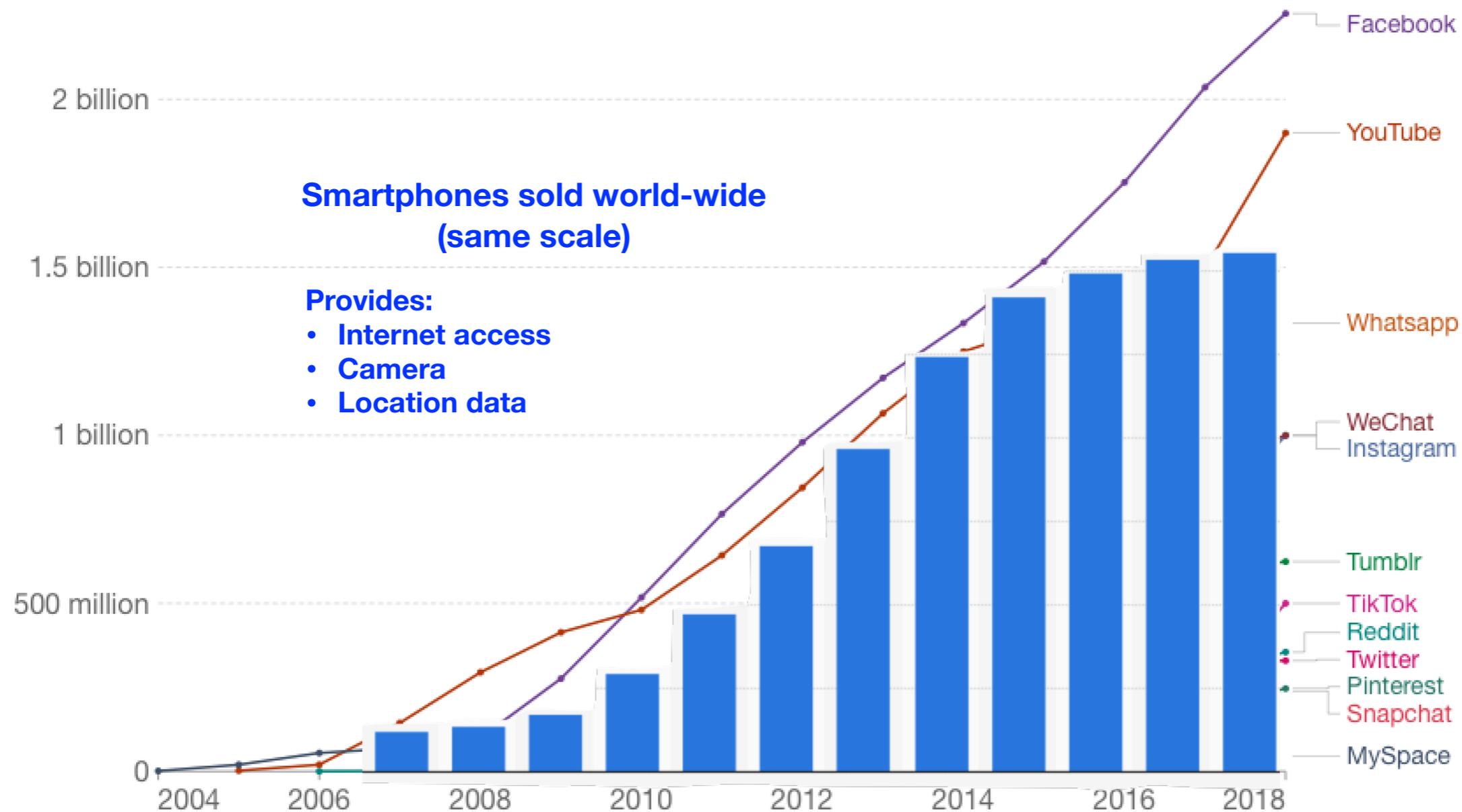
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Our World in Data



Usage by Age

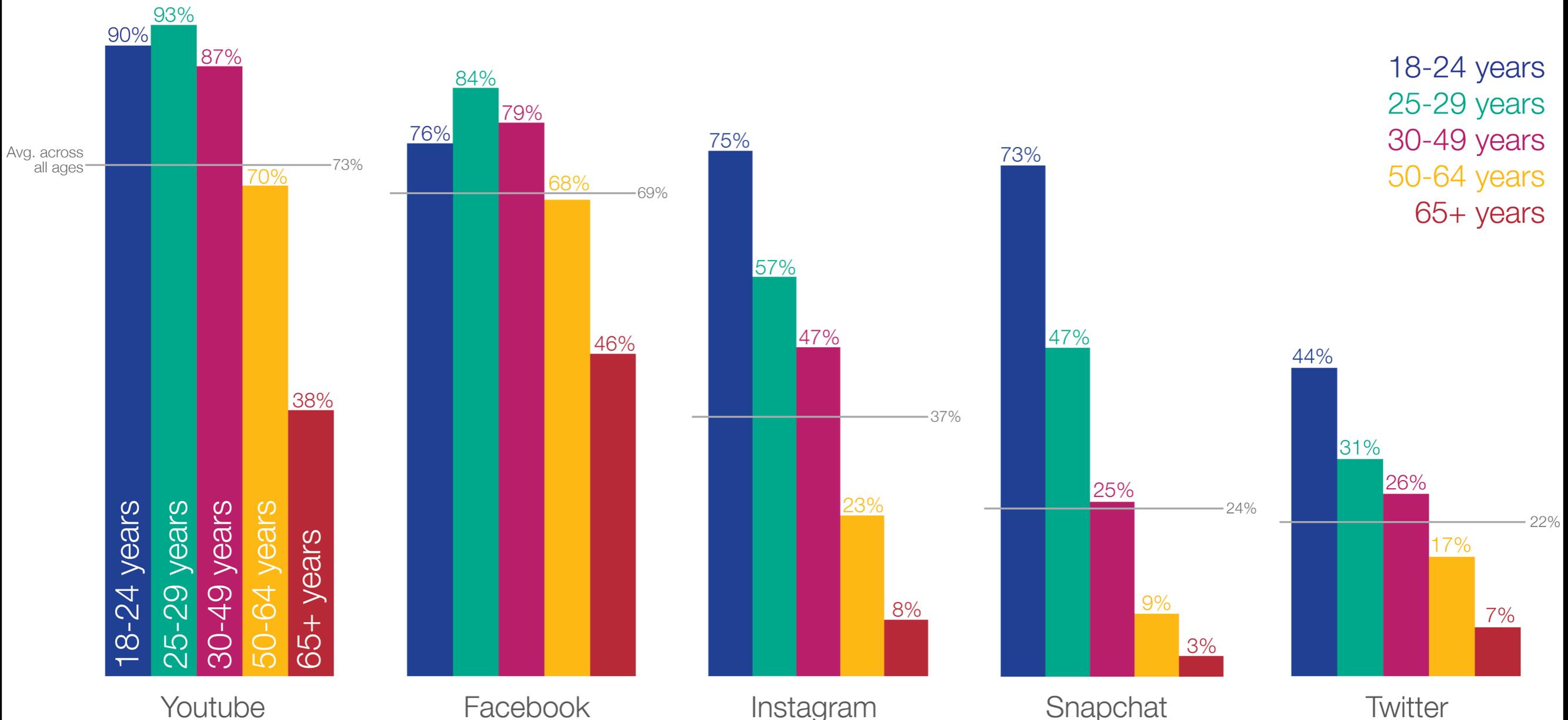
Social Media

- Percentage of adults EVER used the platform
- US data for 2019

Use of social media platforms by age group in the US

The share of adults in the United States who say they ever use the following online platforms or social media apps in 2019. This is shown by age group.

Our World
in Data



Data source: Pew Research Center (2019).

This is a visualization from [OurWorldinData.org](https://www.OurWorldinData.org), where you find data and research to make progress against the world's largest problems.

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Usage by Country

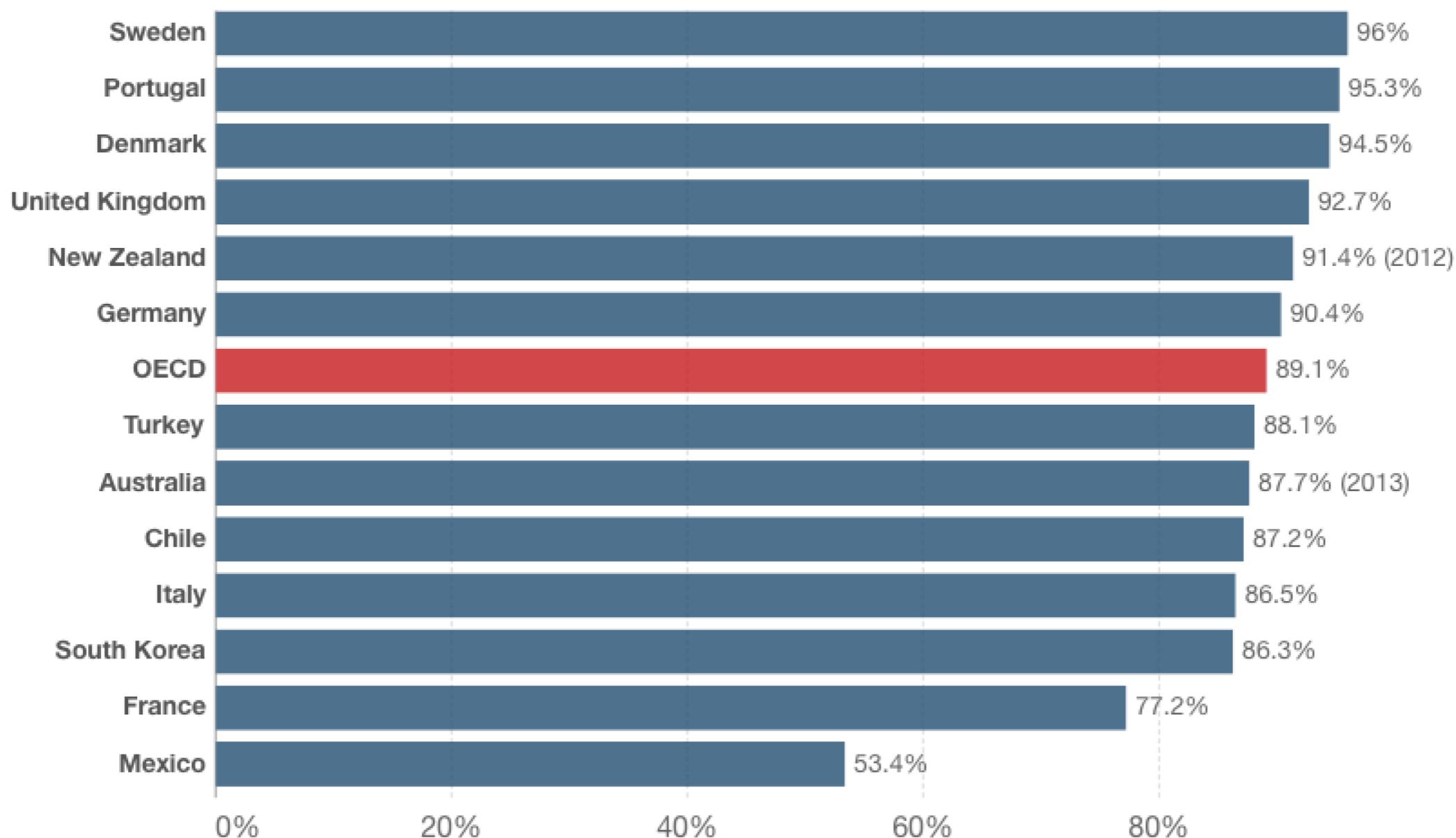
Social Media

- Percentage of people using Social Media.
- age group 16 -24
- 2014 data

Percentage of young people engaging in social networking online, 2014

Our World
in Data

Percentage of young people, aged 16-24, engaging in social networking online. The OECD average is unweighted. Data refer to 2014 or closest available estimate.



Current landscape

Social Media

		Monthly Active users	Revenue	Launched
1	Facebook	2.7 billion	\$86 billion	2004
2	YouTube	2 billion	\$19.8 billion	2005
3	Whatsapp	2 billion	\$5 billion	2009
4	Instagram	1.16 billion	\$6.8 billion	2010
5	TikTok	689 million	\$35 billion	2016
6	Snapchat	433 million	\$911 million	2011
7	Reddit	430 million	\$212.5 million	2005
8	Pinterest	416 million	\$1,693 million	2010
9	Twitter	353 million	\$3.72 billion	2006
10	LinkedIn	310 million	\$8.05 billion	2003

Facebook

Social Media

Users send messages, post comments, share photographs, and post links to news or other interesting content on the web, chat live, and watch short-form video. Users can define the set of people who can see their posts.

Selling points

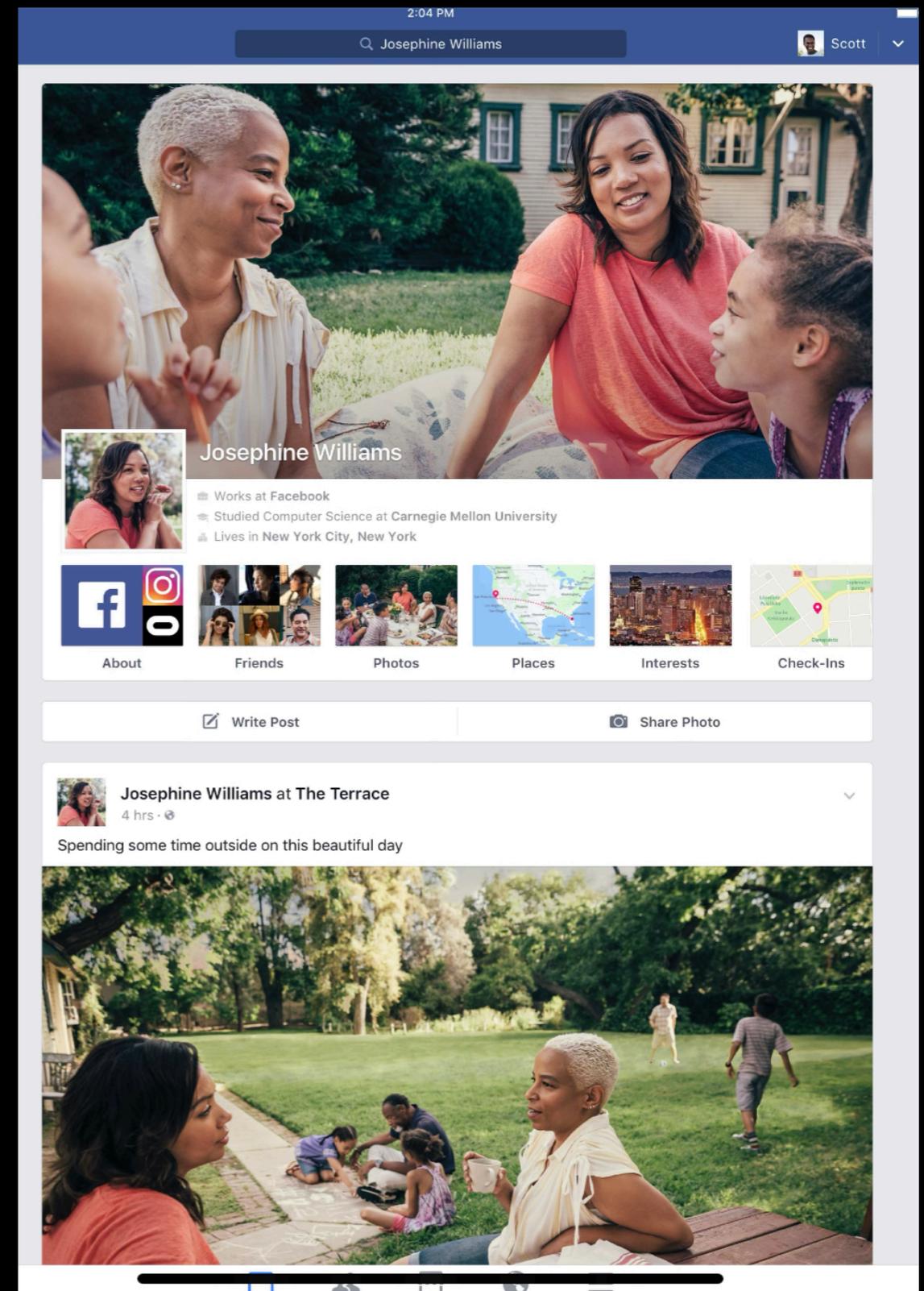
- Stay up to date with friends and family
- Connect with people who share interests
- Discover events happening near you
- Enjoy trending videos
- Buy and Sell on MarketPlace

Business Model

- Targeted advertising

Usage Drivers

- Uses contact info to offer links to your connections.
- Tracks location, purchases, search history, browsing history to provide targeted advertising.



YouTube

Social Media

Youtube is a free video sharing website that makes it easy to watch online videos. You can create and upload your own videos to share with others. YouTube visitors watch around 6 billion hours of video every month

Selling points

- Explore different topics
- Subscribe to “channels” according to interest.
- Save favourite videos in library
- Join the conversation by commenting and interacting with creators and other community members
- Create content from your mobile device and upload directly.

Business Model

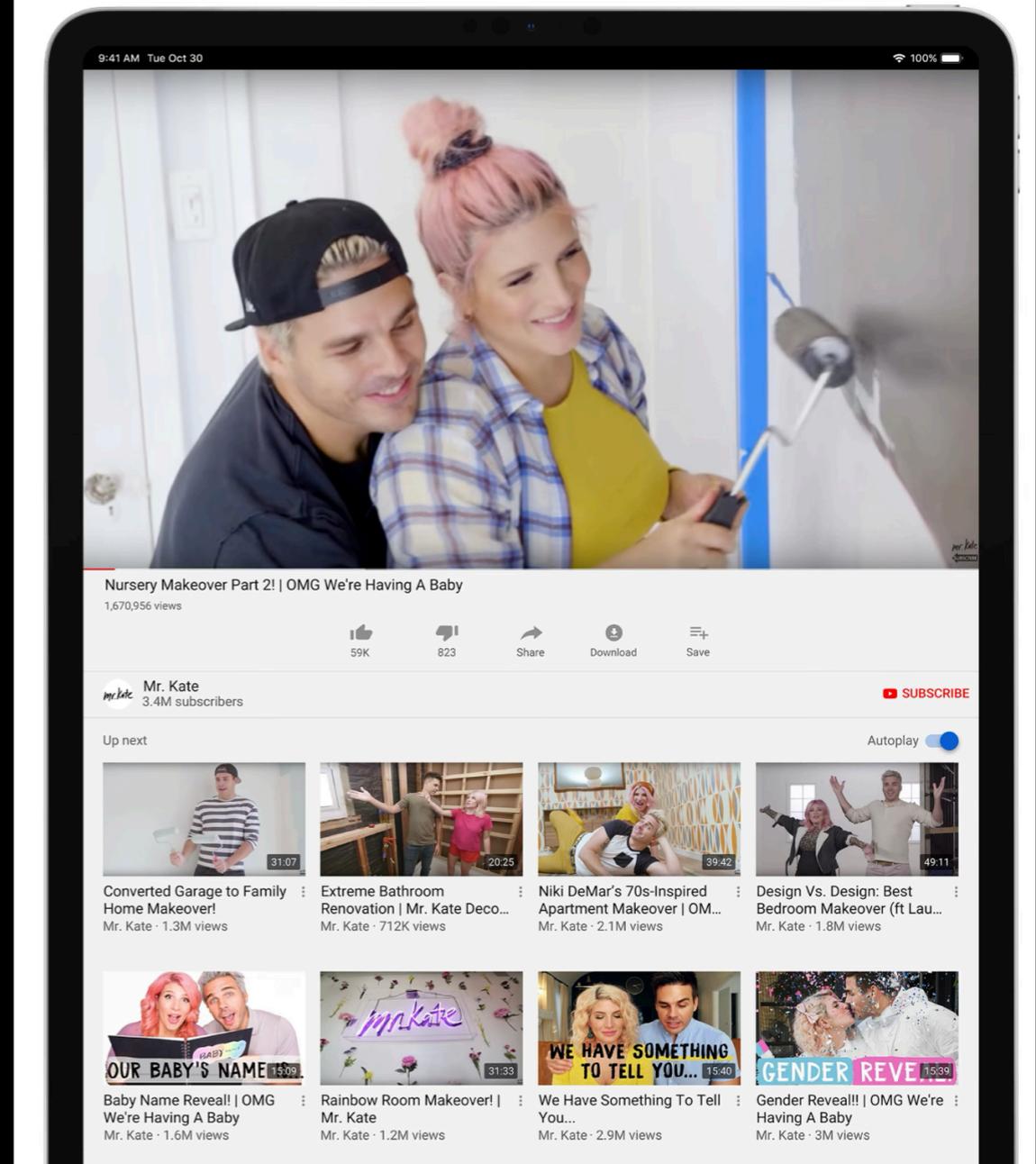
- Targeted advertising
- subscription to avoid adds.

Usage Drivers

- selection of video prompts similar content
- Content offered is based on browsing history.

Learn

DIY, recipes, languages & more



Whatsapp

Social Media

WhatsApp lets users make video and voice calls, send text messages and share their status via a Wi-Fi connection. It works on various phone and computer operating systems. By using the internet, it enables one-on-one or group calls without the need for expensive calling charges.

Selling points

- A free messaging and video calling app.
- Simple, reliable and private.
- End to end encryption.
- Share messages, photos, videos and documents with individuals or groups.
- “Status” allows you to share daily movements and text, photos, video and GIF updates that disappear after 24 hours.

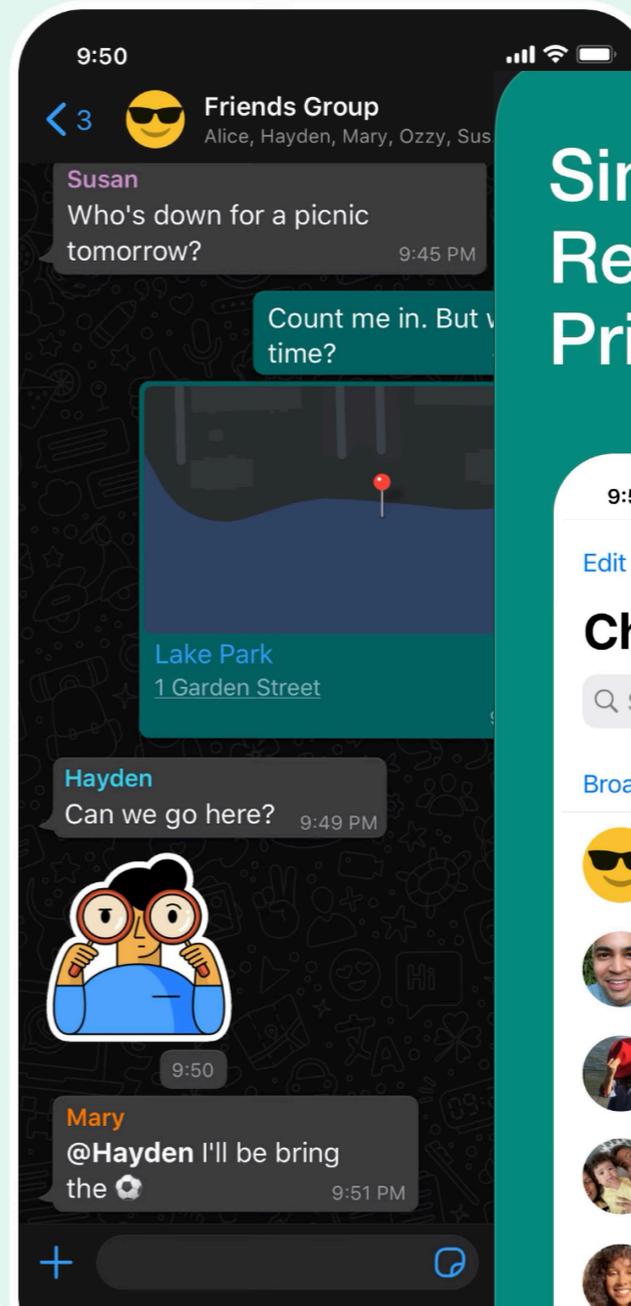
Business Model

- Changing: business interface and WhatsApp pay (only in some countries)

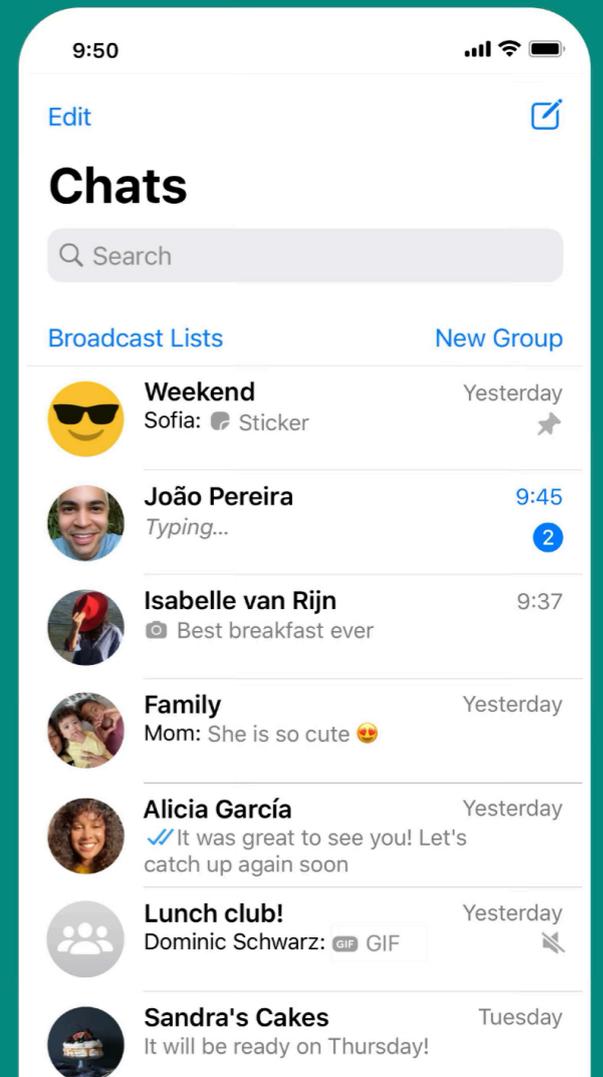
Usage Drivers

- Ease of messaging

Group chat with friends and family



Simple.
Reliable.
Private.



Instagram

Social Media

Instagram is photo-sharing app. It allows users to edit and upload photos and short videos, add a caption to each of their posts and use hashtags and location-based geotags to index posts and make them searchable. Each post by a user appears on their followers' Instagram feeds and can also be viewed by the public when tagged using hashtags or geotags. Users also have the option of limiting viewing their profile to followers. Acquired by Facebook in 2012

Selling points

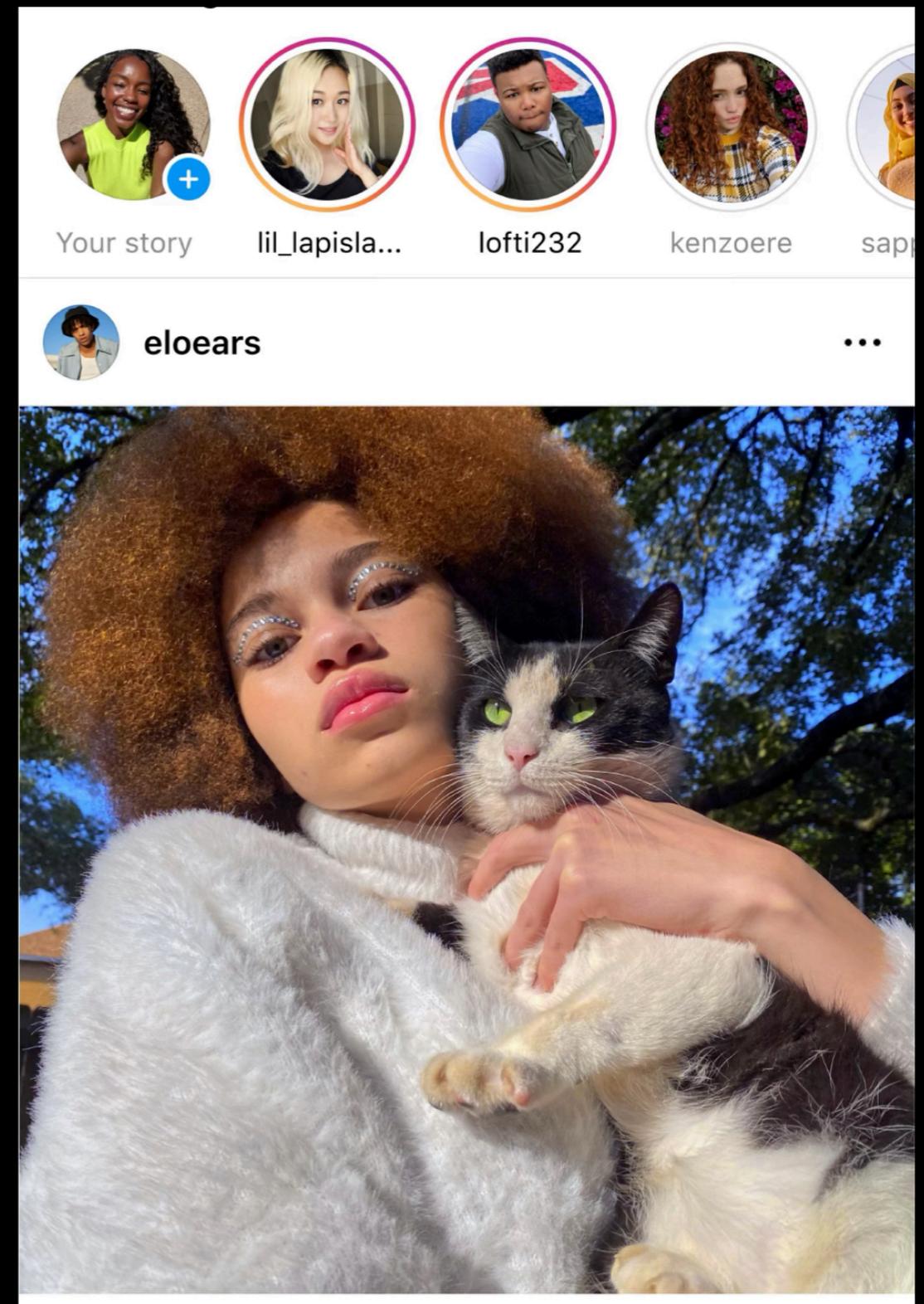
- Add photos and videos to your story that disappear after 24 hours.
- Bring them to life with fun creative tools.
- Create and discover short, entertaining videos.
- Paste photos and videos that you want to show on your profile.

Business Model

- Targeted advertising

Usage Drivers

- Entertainment



TikTok

Social Media

TikTok is a social app used to create and share videos. Many videos tend to be music-focused, with creators leveraging the app's vast catalogue of sound effects, music snippets, and filters to record short clips of them dancing and lip-syncing. There are also a huge number of videos with varying topics - DIY and craft videos, comedic sketches...

Selling points

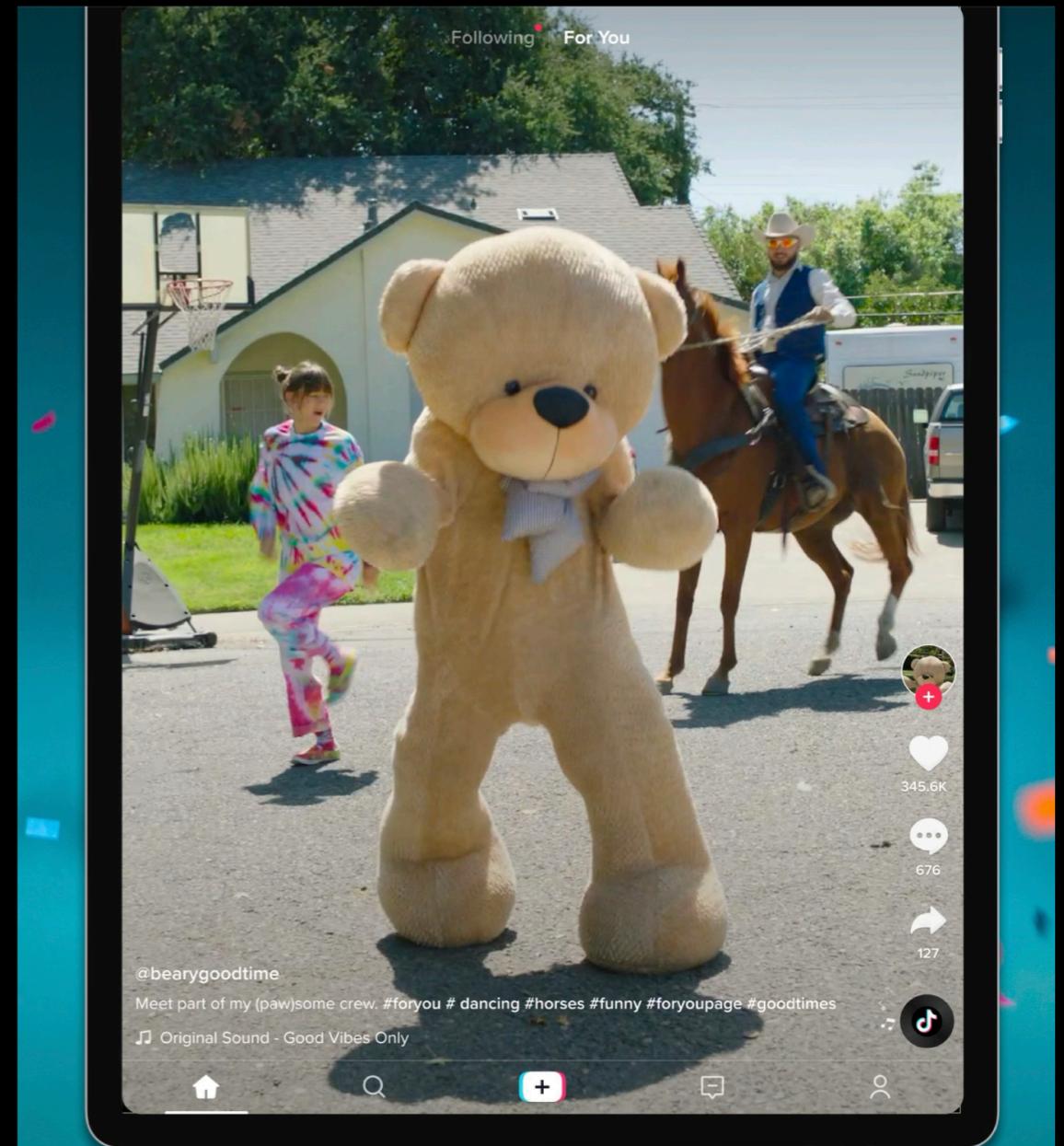
- Watch a personalised video feed based on what you watch, like and share.
- From Food and Fashion to Sports and DIY and everything in between.
- Take video creation to the next level with special effects, filters, music and more.

Business Model

- Targeted advertising

Usage Drivers

- Entertainment



Watch wherever you go.

Snapchat

Social Media

Snapchat was initially focused on private, person-to-person photo sharing, but you can now use sending short videos, live video chatting, messaging, creating caricature-like Bitmoji avatars, and sharing a chronological “story” that’s broadcasted to followers.

Selling points

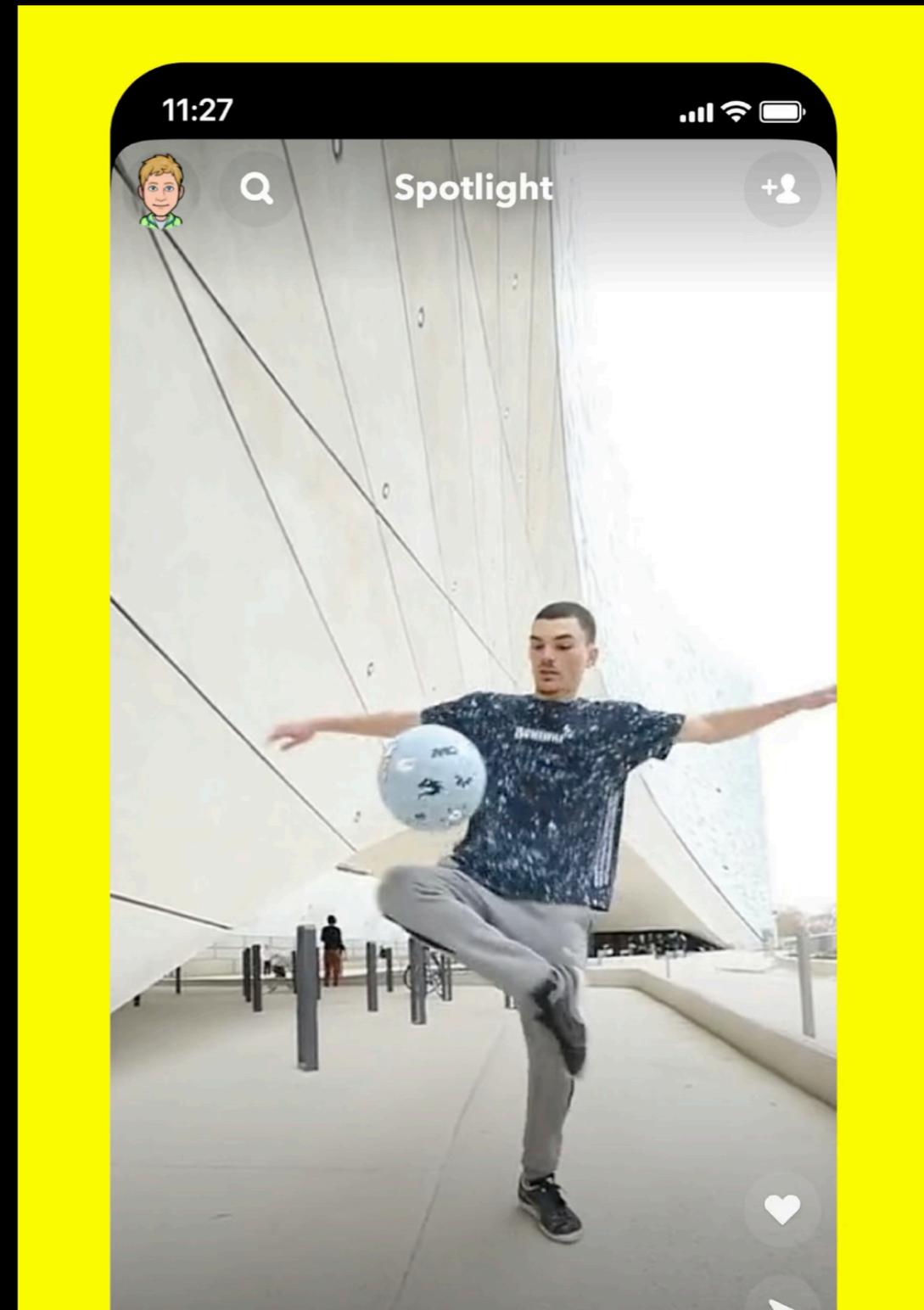
- Opens straight to the camera - tap for photo or hold for video
- Express yourself with lenses, filters, Bitmoji and more.
- Stay in touch with friends through live messaging or share your day with Group Stories.
- share your location and see what your friends are up to on your personal map.
- Every friendship has its own profile to see the moments you have saved together

Business Model

- Targeted advertising

Usage Drivers

- Shared entertainment



Reddit

Social Media

Reddit is basically a large group of forums in which registered users can talk about almost anything you can imagine, from news, to pop culture, to technology, to comics, to film, to literature, to the weirdest things in the world

Selling points

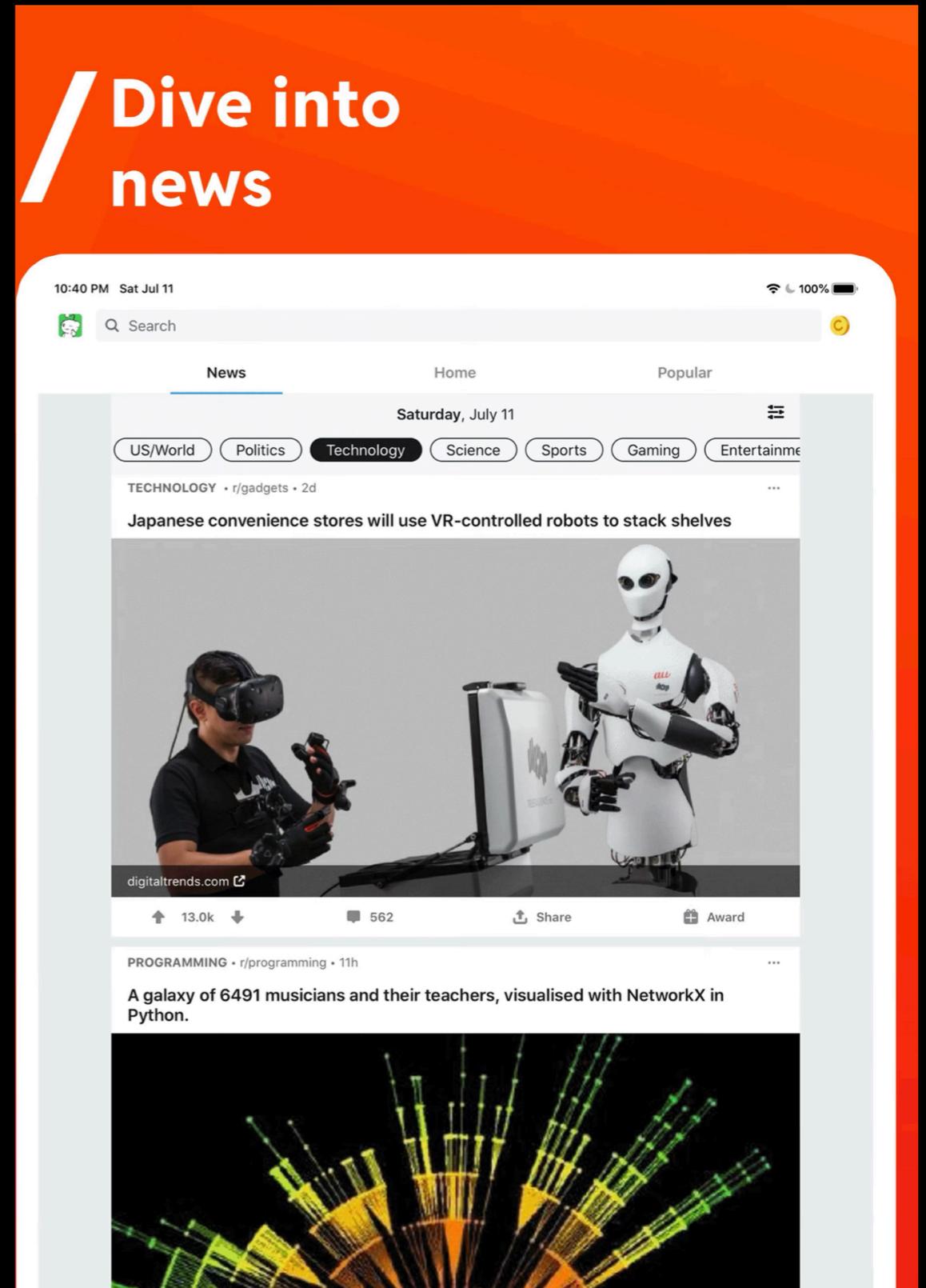
- Authentic and interesting conversations
- Over 100,000 communities on every topic imaginable.
- Lots of the absurd and oddly absorbing
- answers to questions you're too afraid to ask in public
- Find people who obsess and care about whatever it is you're interested in

Business Model

- Targeted advertising

Usage Drivers

- matching user interests



Pinterest

Social Media

Pinterest is a highly visual virtual pinboard site that lets you "pin" or collect images from the Web. You create "boards" to help you categorise your images and add descriptions to remind you why you bookmarked them. Pinterest "Lens" allows you to carry out image (your photo) based searches. Most of images (pins) link back to the original website they appeared on so you can access them later. You can "follow" collections created by other users and share your own.

Selling points

- Discover new possibilities for every part of your life.
- Collaborate with friends for your next trip, party or project.
- See an idea, snap a photo with Pinterest Lens to find out how to buy/make/do it.
- Explore over 100 billion ideas and find new things to do.

Business Model

- Targeted advertising

Usage Drivers

- build and share scrapbook of ideas and dreams

Save Pins into organised boards



On the road

530 Pins · 4 sections 5m



Smoothie dreaming

58 Pins · 7 sections 5m



Self-care rituals

162 Pins · 2 sections 7m



Home goals

78 Pins · 1 section 25m

Twitter

Social Media

Twitter is a micro-blogging site. People post messages (tweets, 280 character limit) about whatever they want, whether it be politics, sport, cooking, fashion etc. You can follow on another person's twitter feed and retweet a tweet to your own followers. Send a message (tweet) to a person by putting the @ symbol before their username. Hashtags (# symbol followed by a name) are used to aggregate tweets about the same subject.

Selling points

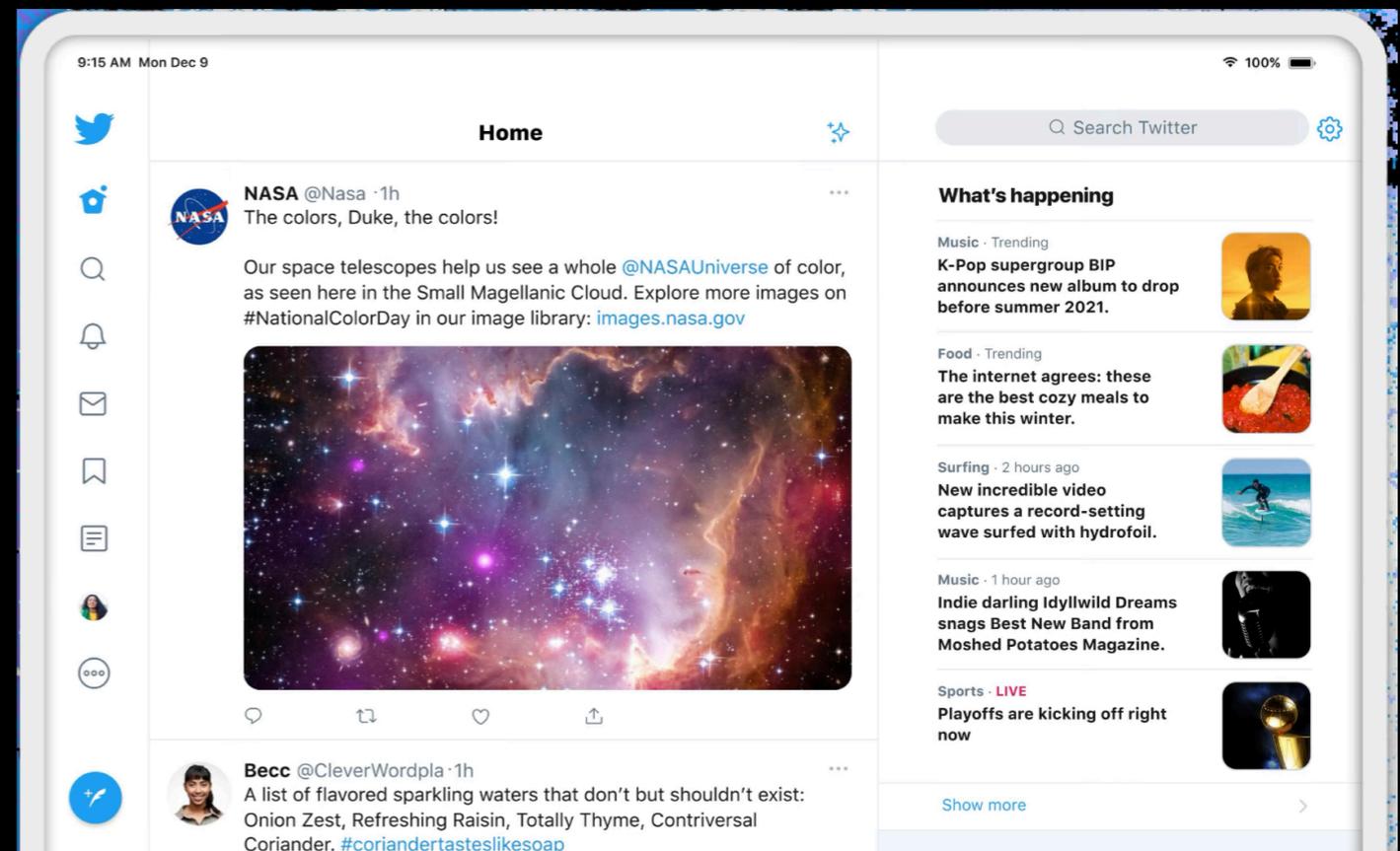
- The #1 social media app for latest news and updates
- Explore what's trending in the media.
- Get to know thought-leaders in the topics that matter to you.
- Share your opinion.
- Build a following of people who are interested in you.

Business Model

- Targeted advertising

Usage Drivers

- Instant news
- Celebrity access



LinkedIn

Social Media

LinkedIn is quite similar to social networking sites like Facebook but focused on professionals and careers. A user profile is more like a C.V. complete with work experience, accomplishments, recommendations, and referrals from colleagues. Users post updates, share and like content, and instant message other users.

Companies can search for people with specific skills. The site also offers a full-featured career board, where you can search for and apply for jobs.

Selling points

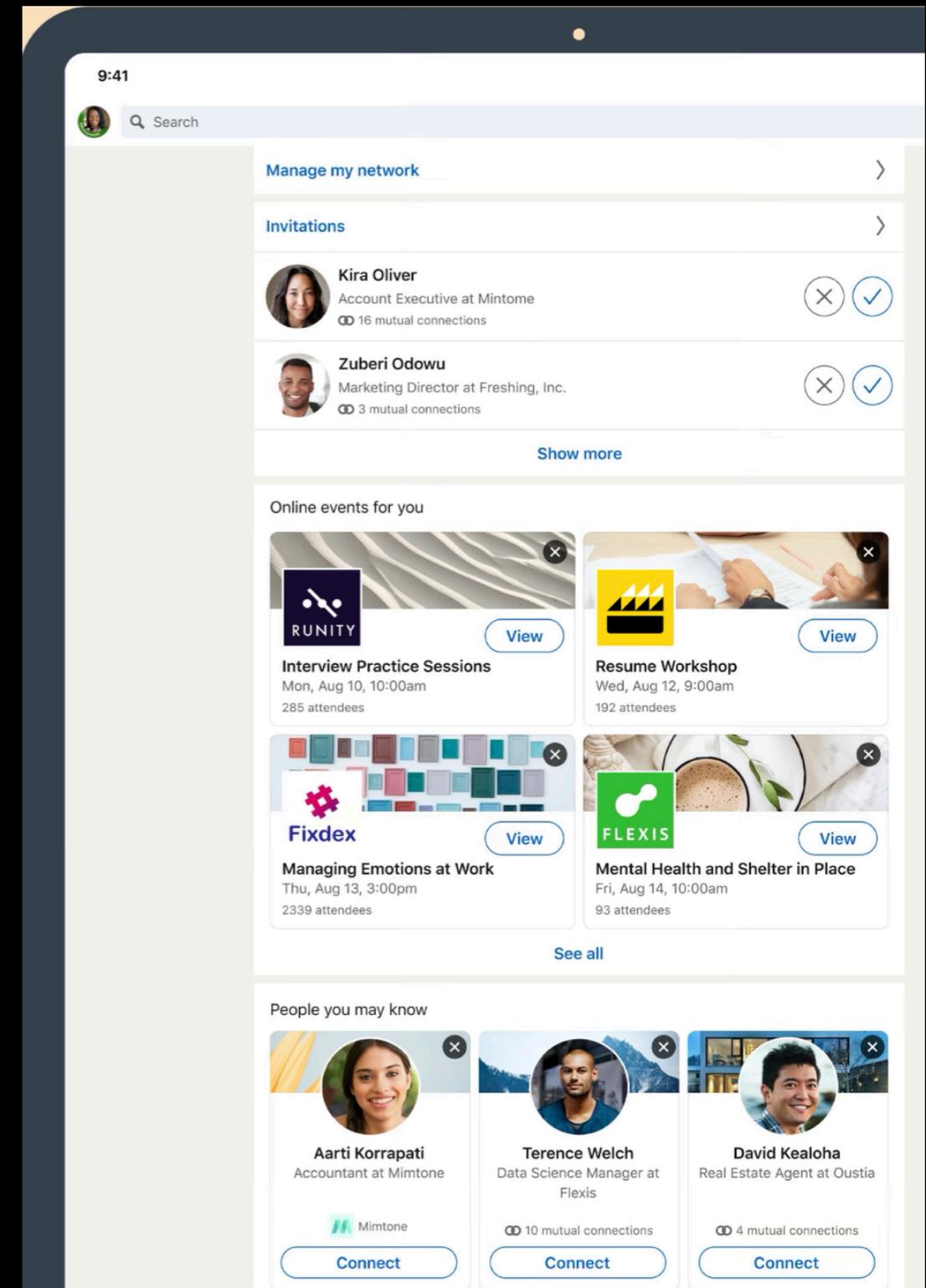
- Find jobs that fit your profile.
- Build your professional reputation.
- Stay in touch with colleagues and companies.
- See the latest news and opportunities in your profession.
- Find and connect with other professionals.

Business Model

- Recruitment services

Usage Drivers

- Professional and career support



Questions & Clarifications

Social Media

- Any Questions?

Next Month

Implications of landline removal

AOB

- AoB: Would anyone like to raise anything?
- Meeting Follow up - notes etc.
- Meeting review: More, Less, Continue?

Thank You